



## GENERAL SERVICES ADMINISTRATION FEDERAL ACQUISITION SERVICE AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is <http://www.gsaadvantage.gov>

**SCHEDULE TITLE:**

Professional Services Schedule

**CONTRACT NUMBERS:**

GS-07F-0390Y

**CONTRACT PERIOD:**

May 15, 2012 – May 14, 2017

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov).

**CONTRACTOR:**

Lattimer Communications, Inc.  
1776 Peachtree Street, Suite 322 S.  
Atlanta, GA 30309  
Phone number: 404-526-9321  
Web Address: [www.lattimercommunications.com](http://www.lattimercommunications.com)

**CONTRACTOR'S ADMINISTRATION SOURCE:**

**Ms. Sarah Lattimer**, President  
1776 Peachtree Street, Suite 322 S.  
Atlanta, GA 30309  
Phone number: 404-526-9322  
E-Mail: [sarah@lattimercommunications.com](mailto:sarah@lattimercommunications.com)

**Ms. Nicky Scott**, Senior Account Executive  
1776 Peachtree Street, Suite 322 S.  
Atlanta, GA 30309  
Phone number: 404-526-9325  
E-Mail: [nicky@lattimercommunications.com](mailto:nicky@lattimercommunications.com)

**BUSINESS SIZE:**

Small, Women Owned and Minority Owned Business

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## Ia. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

Contact #	SIN DESCRIPTION
GS-07F-0390Y	541-1 (541-1RC) Advertising Services
	541-5 (541-5RC) Integrated Marketing Services
	541-1000 (541-1000RC) Other Direct Costs
	541-4F (541-4FRC) Commercial Art and Graphic Design

## Ib. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

SINs	MODEL	PRICE
541-1, 541-4F, 541-5	Account Coordinator	\$72.54/hr
541-1000	Traffic Director	\$72.54/hr
	Broadcast Business Manager	\$72.54/hr
	Street Team Member	\$20.15/hr

## Ic. HOURLY RATES:

Lattimer Communications' Commercial Price List effective January 1, 2010

## 2. MAXIMUM ORDER\*: \$1,000,000

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

## 3. MINIMUM ORDER: \$100

## 4. GEOGRAPHIC COVERAGE: 50 United States, Washington, DC, and the U.S. Territories

## 5. POINT(S) OF PRODUCTION: Atlanta, GA (Fulton)

## 6. DISCOUNT FROM LIST PRICES: 4% from the accepted pricelist. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

## 7. QUANTITY DISCOUNT(S): 1 tenth of 1% \$250,000 – \$500,000 Additional 1 tenth of 1% > \$500,001

## 8. PROMPT PAYMENT TERMS: 2% 15 Days Net 30 Days

**9a. GOVERNMENT PURCHASE CARDS** are accepted at or below the micro-purchase threshold.

**9b. GOVERNMENT PURCHASE CARDS** are accepted above the micro-purchase threshold.

**10. FOREIGN ITEMS:** None

**11a. TIME OF DELIVERY:** As specified on work order

**11b. EXPEDITED DELIVERY:** As specified on work order

**11c. OVERNIGHT AND 2-DAY DELIVERY:** As specified on work order

**11d. URGENT REQUIREMENTS:**

Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

**12. FOB POINT:** Destination

**13a. ORDERING ADDRESS:** Lattimer Communications, Inc.  
1776 Peachtree Street, Suite 322 S.  
Atlanta, GA 30309  
Phone number: 404-526-9321

**13b. ORDERING PROCEDURES:**

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

**14. PAYMENT ADDRESS:** 1776 Peachtree Street, Suite 322 S., Atlanta, GA 30309

**15. WARRANTY PROVISION:**

Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

**16. EXPORT PACKING CHARGES:** Not applicable

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD  
ACCEPTANCE:** (any thresholds above the micro-purchase level)

**18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR  
(IF APPLICABLE):** N/A

**19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A

**20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF  
PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF  
AVAILABLE):** N/A

**20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):**

N/A

**21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A

**22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A

**23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A

**24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):**

**24b. Section 508 Compliance for EIT:** N/A

**25. DUNS NUMBER:** 610414369

**26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM):** Registration valid until July 17, 2014.



## **PASSIONATE.**

Lattimer Communications is a marketing communications agency that specializes in crafting strategically sound and innovative programs. We bring to the Government Services Administration (GSA) the expertise of more than 14 years of advertising and communications successes on the local, regional and national level. We are independently owned and largely **passionate** about the work we do. Not only are we adept at developing highly effective communications plans, but we are also experts in strategic planning, market research, marketing and communications plan development, media buying and planning, creative development and production, public relations, experiential marketing and community outreach. Making sure research asks the right questions, building a solid strategy, developing engaging creative with key messages that evoke action, designing a fully integrated plan and implementing it all, is what we do best.

## **INNOVATIVE.**

Lattimer Communication's goal is to bring fresh, **innovative** ideas to our clients that resonate with and move the target populations to action. This philosophy has allowed us to positively impact numerous client projects, by exceeding client goals, developing award-winning creative, and the list could go on. Our strategic approach allows us to look beyond the traditional avenues of marketing. We develop integrated communication plans that utilize interactive outlets like social media, grassroots community outreach, sponsorship activation, and advocacy to give clients a market-share edge. And it's why we go a step further to establish community-based partnerships with schools, public housing developments, faith-based organizations, supermarkets, and community action agencies, when appropriate.

## **SAVVY.**

As one of the few 100% minority and female-owned advertising agencies with the depth of local, national and regional brand experience, Lattimer Communications embodies the **savvy** skills and resources needed to take your project to the next level. Over the years, we have developed numerous results-oriented campaigns in the healthcare, utility, travel/tourism, state government, education, financial/banking and nonprofit industries. Our proven ability to design and implement successful targeted communication programs and exceed client expectations has earned us a reputation as a valued client partner.

## **DIVERSE.**

We are unique because the core of our business focuses on addressing the many **diverse** audiences represented in our population today - African-American, particularly female, and Latino segments, in addition to the general market. Our experience in delivering to multicultural, multi-lingual markets, as well as the general market, will give you a partner that can reach across all markets. Our work is effective because we have a keen sensitivity and understanding of the values, motivations, aspirations and lifestyles of these targets. Everything we do is designed to help our clients increase market share by developing and maintaining meaningful relationships with these highly profitable segments.

## **EXPERIENCED.**

Lattimer Communications is not new to the government space, as we have **experienced** staff that has worked on many government accounts including the Peace Corps, Georgia Department of Labor and the Georgia Department of Human Resources, just to name a few. In addition, Lattimer Communications has a Senior Government Communications Specialist, with over 20 years of both GSA and non-GSA government experience to assist with your project.

# CLIENT EXPERIENCE



<i>Albany-Dougherty Economic Development Council</i>	<i>Georgia Commute Options</i>
<i>Arkansas Health Connector</i>	<i>Georgia Department of Economic Development</i>
<i>Atlanta BeltLine</i>	<i>Georgia Department of Human Resources</i>
<i>Atlanta Committee for the Olympic Games</i>	<i>Georgia Department of Labor</i>
<i>Atlanta Development Authority</i>	<i>Georgia Department of Women's Health</i>
<i>Atlanta History Center</i>	<i>Georgia Division of Family &amp; Children Services</i>
<i>American Cancer Society</i>	<i>Georgia Power</i>
<i>Brand Atlanta</i>	<i>Grady Health System</i>
<i>Burger King</i>	<i>GTE (now Verizon)</i>
<i>Carson Products</i>	<i>Hartsfield-Jackson International Airport</i>
<i>Centene Corporation (Peach State Health Plan)</i>	<i>Hoop City</i>
<i>Chase Manhattan Bank</i>	<i>Humana</i>
<i>Checkers InnerCity Foods</i>	<i>John Wieland Homes &amp; Neighborhoods MARTA</i>
<i>Cingular Wireless (now AT&amp;T)</i>	<i>MediaOne</i>
<i>Citizens Trust Bank</i>	<i>Morehouse College</i>
<i>City of Atlanta</i>	<i>Mrs. Winner's Chicken and Biscuits</i>
<i>City of East Point, Georgia</i>	<i>One Economy Corporation (Beehive Atlanta)</i>
<i>Clear Channel Airports</i>	<i>Partnership for Community Action</i>
<i>Coca-Cola Company</i>	<i>Peace Corps</i>
<i>Columbus Bank and Trust (Synovus)</i>	<i>Robert W. Woodruff Library</i>
<i>Communities In School</i>	<i>Shoney's</i>
<i>Complete College Georgia</i>	<i>Southern Company</i>
<i>Con Edison</i>	<i>Stewart, Seay &amp; Felton Trial Attorneys</i>
<i>Dallas Austin Foundation</i>	<i>SunTrust Bank</i>
<i>DeKalb Medical at Hillandale</i>	<i>Visit Orlando</i>
<i>Georgia Budget and Policy Institute</i>	

## **SCOPE OF SERVICES**

- Market Research
- Strategic Planning
- Marketing and Communication Plan Development
- Media Planning and Buying
- Creative Development and Production
- Public and Media Relations
- Event Planning & Management
- Experiential/Guerilla Marketing
- Community Outreach
- Sponsorship Integration
- Digital Strategy
- Transcreation/Translation Services

## **INDUSTRY MEMBERSHIPS**

- American Association of Advertising Agencies (AAAA)  
Sarah Lattimer serves on the Atlanta Council's Board of Governors for the AAAA.

## **NAICS CODES**

- 541810
- 541820
- 541830
- 541613
- 541430
- 541720
- 541850
- 541890



## CERTIFICATIONS



Lattimer Communications is certified by the Women's Business Enterprise National Council as a Women's Business Enterprise. This affirms the business as a woman-owned, operated and controlled, business.



The Women's Business Enterprise National Council granted Woman-Owned Small Business (WOSB) certification to Lattimer Communications.



Lattimer Communications is certified as a bona fide Minority Business Enterprise by the National Minority Supplier Development Council (NMSDC®) as adopted by the Georgia Minority Supplier Development Council.



Lattimer Communications is certified as a "minority business enterprise" for the Georgia Department of Administrative Services (DOAS) and the Georgia Department of Transportation (GDOT).

## **541-1: Advertising Services**

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV)
- Public Service Announcements
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

## **541-4F: Commercial Art and Graphic Design Services**

Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Creating sketches, drawings, publication designs, and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

## **541-5: Integrated Marketing Services**

This SIN will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 541-4 Specialized Marketing. Contractors must have the capabilities to provide services identified within all Special Item Numbers.

**NOTE:** SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the schedule.

## **541-1000: Other Direct Costs (ODCs) are expenses other than labor hours.**

All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

# LABOR CATEGORY RATES FOR SERVICES RELATED TO: SINS 54I-I, 54I-4F, 54I-5



ACCOUNT MANAGEMENT	HOURLY RATE
GROUP ACCOUNT DIRECTOR	\$ 285.32
ACCOUNT PLANNER	\$ 193.44
ACCOUNT SUPERVISOR	\$ 145.08
SENIOR ACCOUNT EXECUTIVE	\$ 120.90
ACCOUNT EXECUTIVE	\$ 96.72
ACCOUNT COORDINATOR	\$ 72.54

MEDIA	HOURLY RATE
MEDIA DIRECTOR	\$ 193.44
MEDIA BUYER	\$ 96.72

CREATIVE	HOURLY RATE
CREATIVE DIRECTOR	\$ 217.62
ART DIRECTOR/DESIGNER	\$ 174.10
COPYWRITER	\$ 154.75

INTERACTIVE	HOURLY RATE
INTERACTIVE STRATEGIST/DIRECTOR	\$ 145.08

PRODUCTION	HOURLY RATE
TRAFFIC DIRECTOR	\$ 72.54
BROADCAST BUSINESS MANAGER	\$ 72.54

\*All pricing listed includes the Industrial Funding Fee (IFF).  
Rates valid through 2017.

## OTHER DIRECT COSTS (ODC) RELATED TO: SIN 541-1000

MEDIA	UNIT OF ISSUE	MAXIMUM SELLING PRICE
LOCAL BROADCAST TV MEDIA BUY	PER CAMPAIGN BUY	\$ 75,549.40
LOCAL RADIO MEDIA BUY	PER CAMPAIGN BUY	\$ 311,018.78
MAGAZINE PRINT MEDIA AD INSERTION	PER MAGAZINE INSERTION	\$ 50,458.62
NEWSPAPER PRINT MEDIA AD INSERTION	PER NEWSPAPER INSERTION	\$ 10,821.69
LOCAL OUTDOOR MEDIA BUY	PER MARKET	\$ 76,257.68
LOCAL TRANSIT MEDIA BUY	PER MARKET	\$ 52,390.00
INTERNET/INTERACTIVE MEDIA BUY	PER MEDIA BUY	\$ 25,733.29

  

PRODUCTION	UNIT OF ISSUE	MAXIMUM SELLING PRICE
TV COMMERCIAL PRODUCTION	PER PRODUCTION	\$ 543,029.91
RADIO COMMERCIAL PRODUCTION	PER PRODUCTION	\$ 28,224.63
PRINT AD PRODUCTION	PER PRODUCTION	\$ 49,929.18
OUT-OF-HOME PRODUCTION	PER PRODUCTION	\$ 11,157.10
WEBSITE CONTENT DEVELOPMENT	PER WEBSITE	\$ 50,375.00
RESEARCH	PER RESEARCH PROJECT	\$ 16,456.80
EVENT PRODUCTION	PER EVENT	\$ 126,439.54
COLLATERAL - PROGRAM	PER PROGRAM	\$ 3,255.92
FLYER	PER FLYER	\$ 652.86
POSTER	PER POSTER	\$ 822.60
PREMIUM INCLUSION (9,000 @ \$3.25/EACH)	PER PROJECT	\$ 32,489.89
CAR WRAPPING	PER CAR	\$ 2,619.50
STREET TEAM MEMBER	PER HOUR	\$ 20.15
ONLINE BANNER AD	PER AD	\$ 1,968.66

\*All pricing listed includes the Industrial Funding Fee (IFF).  
Rates valid through 2017.

## ACCOUNT MANAGEMENT

### **Group Account Director:**

Oversees multiple accounts. Insures the timely development of strategic planning, marketing plans, and campaign development. Provides account team leadership with specific multi-functional support requirements to maintain quality and profitable services to clients. Drives strategic plans and objectives for clients within the agency and monitors efforts to ensure adherence to timelines and budgets. Manages internal resource allocation and costs towards profitability. Supports company financial goals by growing accounts and nurturing new relationships. Education/Experience: Bachelor's degree in advertising, marketing or related discipline, 10+ years of experience in an account management role in an agency environment.

### **Account Planner:**

Responsible for determining the consumer relevance of the brand's communication strategy. Account Planner takes the lead role in formulating consumer-driven creative briefs-documents that help the creative team (copywriters and art directors) with the message, style and tone of the campaign. Education/Experience: Bachelor's degree in advertising, marketing or related discipline, 5+ years of experience in an account management role in an agency environment.

### **Account Supervisor:**

Responsible for developing marketing communications strategies and positioning for clients. Supervises daily account activities by overseeing all personnel and marketing communications programs for multiple account teams and is responsible for overall success of each account. Must possess a thorough understanding of client's business and industry. Education/Experience: Bachelor's degree in advertising, marketing, or related discipline, 5+ years of experience in an account management role in an agency environment.

### **Senior Account Executive:**

Initiates, coordinates and executes the advertising activities for clients. Communicates between all departments and client to successfully guide day-to-day management of all marketing stages to ensure adequate time to meet schedules. Acquires thorough knowledge of client's business so that marketing and advertising problems and opportunities may be anticipated. Education/Experience: Bachelor's degree in advertising, marketing, or related discipline, 4+ years of experience in an account management role in an agency environment.

### **Account Executive:**

Directs and coordinates the daily agency efforts on behalf of the client's product and/or service on assigned accounts. Provides sound and responsible marketing counseling and planning, proper and innovative execution of work in all areas and a consistently superior creative product. Education/Experience: Bachelor's degree in advertising, marketing, or related discipline, 3+ years of experience in an account management role in an agency environment.

### **Account Coordinator:**

Assists in the coordination of advertising and marketing projects by supporting Account Management across the entire development process including: job starts, research, brief development and creative briefing, creative review and quality control, production, print, and/or fulfillment and general administrative support for the Account Management group within the agency. Eligibility: Recent college graduate majoring in marketing, communications or related discipline.



## MEDIA DEPARTMENT

### **Media Director:**

Oversees the planning, buying, ongoing management, reporting and analysis of media for clients and media teams. Sets strategic media objectives and tactics to meet client needs. Works with media sales community, in-house research department, client and creative agencies to develop unique and strategically appropriate media approaches, including the exploration of emerging technologies and approaches. Provides leadership on implementation of all forms of media. Oversees media team on planning, launching, testing, monitoring, tracking, recommending new opportunities and optimizing placements to ensure that strategies/tactics are successfully implemented. Helps establish and manage client expectations. Ensures high-quality, on-time deliverables from media teams. Reviews all paid media account financials to ensure accuracy and resolve as needed. Education/Experience: Bachelor's degree in advertising, marketing or related discipline, 10+ years of media planning and negotiating experience.

### **Media Buyer**

Assists in the preparation of media plans, presentations, budgets, estimates, analytical reports (media stewardship, competitive analysis, print positioning, etc.) Issues insertion orders and broadcast agreements to magazines, newspapers, outdoor, internet and broadcast companies. Provides necessary information regarding closing dates, mechanical specifications to production. Initiates media billing process for all clients. Education/Experience: Bachelor's degree in advertising, marketing or related discipline, 2+ years of media planning and negotiating experience.

## CREATIVE DEPARTMENT

### **Creative Director:**

Leads multiple project teams in all aspects of creative development. Oversees the creative process and makes creative decisions relative to the agency's accounts. Provides design and creative expertise to the client: the CD is responsible for the integrity of the agency's entire creative product. Manages the integration of project requirements with creative concept development. Coordinates with art directors, designers, media specialists, multimedia developers, and copywriters to identify and obtain visual assets from client. Acts as lead creative presenter at client presentations and meetings. Adheres to agreed upon delivery schedules and makes notifications if delivery times have changed. Serves as a liaison between the client, Account Management and the entire creative group. Coordinates with Account Management to interpret client needs in a coherent and constructive format for the creative development of the project. Prepares creative documentation describing how the architecture, concept, and design reflect the strategy and audience. Initiates and manages any creative brainstorming meetings. Communicates with producers, information architects, and developers to coordinate creative executions. Education/Experience: Bachelor's Degree in a related field, 10+ years of advertising experience or related work experience.



## CREATIVE DEPARTMENT

### **Art Director/Designer:**

Responsible delivering outstanding work on projects large and small, from display advertising and internal promotions to external presentations. Provides forward-thinking creative leadership, ensures creative collaboration across the organization, translates branding and marketing strategies for a wide range of clients/verticals into exceptional creative concepts and executions. Develops and creates innovative concepts in keeping with project scope: strategic positioning, business requirements, timelines, and budgets. Prepares creative deliverables (brand boards, creative comps, and style guides). Presents creative concepts internally and externally. Manages entire creative process and large-scale projects. In addition, as required, designs, contributes to, and oversees packaging, logos, print ad campaigns, broadcast TV, interactive executions, style guides, merchandise and other projects. Collaborates with marketing team and creative director to create innovative concepts and designs. Possesses comprehensive understanding of design principles, strong conceptual design skills and the ability to execute designs efficiently and at a high level of quality. Presents creative concepts internally and externally. Education/Experience: BA/BS degree in design or related artistic field, 3-5 years agency experience.

### **Copywriter:**

Writes copy for advertising campaigns that primarily focus on moving the client's business forward. May also participate secondarily on other product teams, cross-product teams, or value add/enterprise teams as needed. Assists junior writers, designers, and creative services management to develop creative concepts for material that are both compelling and on strategy. Develops and refines writing skills, research skills, product knowledge, and understanding of client's industry to elevate work to a higher level. Collaborates with a team of people, including marketing directors and managers, designers, traffic managers, etc. to ensure the smooth and timely creation of material. Proactively contributes to the teams efforts by demonstrating leadership. Focuses on developing creative solutions to the issues and challenges at hand. Expected to present ideas to client. Adheres to established workflows. Education/Experience: Bachelor's Degree in a related field, 3+ years of agency experience.

### **Interactive Strategist/Director:**

Provides leadership in developing and executing online interactive marketing solutions for our clients. Serves as an in-house expert on new interactive developments, leveraging technology as part of an integrated marketing solution. Responsible for collaborating with the interactive and client management teams as well as clients to create user experience specifications, information architectural flow, user flows and wire frames. Assists with usability testing, observes usability, analyzes the results and articulates findings into insights that will enhance the user experience. Solves design problems and defines design requirements. Education/Experience: 4+ years of experience managing interactive projects.

## PRODUCTION/TRAFFIC

### **Traffic Director:**

The key responsibility of the Traffic Director is to oversee the agency's workflow, from the inception of the creative product, as work is disseminated to account management, the client, production, and ultimately to the media. Ensures that all deadlines are met, creative has sufficient time to complete projects, job jackets are kept up efficiently, all departments are informed and the appropriate approval processes are taking place. Maintains daily/weekly departmental project schedules as well as development of weekly and daily production schedule forecasts. Education/Experience: Bachelor's Degree, 5+ years of advertising experience.

### **Broadcast Business Manager:**

Manages all aspects of broadcast production to ensure all broadcast is produced on strategy. Participates in all pre-bid and final bid meetings, approving all specifications for each commercial. Develops and maintains network of qualified contract suppliers and consultants assuring best practices are followed for sound strategy and creative execution of assigned projects. Serves as liaison between client and agency's production team, when required, to assure timely and economical execution of marketing projects. Education/Experience: Bachelor's degree, 5+ years of advertising experience.